

THE PORTEOUS & MITCHELL CO.

A Completely Refitted Men's Store Now Ready

We will have no formal opening in our Men's Department this season because in these seasonal openings the merchandise is the chief attraction. Instead we are going to invite the public to visit our Men's Department on Friday and Saturday of this week and see "A STORE FOR MEN" that has been equipped to meet the needs of the highest ideals in merchandising.

FOR several weeks our "Men's Store" was in more or less confusion due to the changes that were being made in equipment. From front to back—from top to bottom—from one side to the other—our "Men's Store" has been entirely refitted with the latest devices of the Grand Rapids Show Case Company.

THE old "Men's Store" has been completely transformed by the installation of modern equipment which replaces the slow service of old-time fixtures. Utility and efficiency have been the watch-words in equipping our "Men's Store", yet you'll find the result as pleasing in its appearance as in its better, quicker service.

WE want you to inspect this beautiful equipment which was designed and built for us by the Grand Rapids Show Case Company. So consider this your personal invitation to visit our newly equipped "Men's Store" on Friday and Saturday if possible—if not then on any day that suits your convenience. You're welcome—any time.

In connection with the opening for inspection of our newly equipped "Men's Store" we will on

Friday and Saturday, September 27th and 28th

make a complete showing of new Fall Merchandise for Men and Young Men. Foremost in the display is our extensive showing of

Stein-Bloch and Brandegge-Kincaid Smart Clothes FOR MEN AND YOUNG MEN

We extend a cordial invitation to inspect our showing of Men's new Fall Apparel. You're welcome, either to look or to buy.

In addition to our showing of Clothes there will be found on display a complete line of MEN'S FURNISHINGS for Fall—Hats, Shirts, Underwear, Hosiery, Night Shirts, Pajamas, Gloves, Neckwear, Collars, Etc. We invite inspection.

The Porteous & Mitchell Co.

